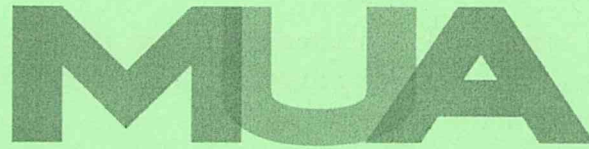


The
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POSTGRADUATE UNIVERSITY EXAMINATIONS - DECEMBER 2013

SCHOOL OF MANAGEMENT AND LEADERSHIP

DEGREE OF EXECUTIVE MASTER OF BUSINESS ADMINISTRATION

EMBA 505: BUSINESS RESEARCH METHODS

DATE: 9TH DECEMBER 2013

DURATION: 3 HOURS

MAXIMUM MARKS: 60

INSTRUCTIONS:

1. Write your registration number on the answer booklet.
2. **DO NOT** write on this question paper.
3. This paper contains **Four (4)** questions.
4. Question ONE is compulsory.
5. Answer any other **TWO** questions.
6. Question one carries **30 MARKS** and the rest carry **15 MARKS** each.
7. **Write all your answers in the Examination answer booklet provided.**

QUESTION ONE

The following extract and associated references are taken from the first draft of a critical literature review. The research project was concerned with the impact of direct insurers on the traditional motor insurer.

Jackson D. R. (1995: 12) suggests that businesses must be developed from a customer rather than a product perspective. Lindesfarne, Kamau, Eliya and Mose (1994) demonstrating that direct selling gives the consumer increased control as it is up to them when and if they wish to respond to adverts or direct mail. Free gifts are useful for getting responses to adverts, which is ultimately what all directs insurers need (Mackenzie, et al.1995). Bowen Isanya (1995) suggests that this type of company can be split into three equally important parts: marketing, insurance and information technology. "Motor insurance is particularly price sensitive because of its compulsory nature and its perception by many to have no real value to themselves" (Honest, 2011).

Lindisfarne, I. (1995) 'Death of a salesman', Post Magazine 15, 30-31 June.

Mackenzie, G. 'Rise of the freebie', Post Magazine 2, 5-6 February, (1995)

Jackson, D. R. (1995) 'Prudential's prudent parochialism', Direct Marketing, 26-29 April

Bowen, I. (1994) 'Short cut to success', Post Magazine 2, 26 July.

REQUIRED

- (i) Explain the problems with this extract in terms of its **contents** and **structure** [8 marks]
 - (ii) Rewrite the extract using the APA system of referencing. [7 marks]
- (b) A research student sought to understand how a questionnaire is designed. He identified a questionnaire that had been used earlier and extracted the following set of questions as shown in the abbreviated questionnaire below:

Personal information

- | | |
|---|----------------------------------|
| 1. Name of the respondent:_____ | |
| 2. Are you a male or female (please tick)?: | Male Female |
| 3. How old are you? _____ years | |
| 4. What is your level of education?:_____ | |
| 5. Are you employed (please tick)? | Yes No |
| 6. If yes, in which Company?_____ | |
| 7. What is your job level _____ | |
| 8. What is your level of income?_____ | |

- | |
|---|
| 9. The following table summarizes the importance of your current job: |
|---|

Job Characteristic

The opportunity provided by the job to	Ranking of importance
1. Interact with others	
2. Use a number of different skills	
3. Complete a whole task from beginning to end	
4. serve others	
5. Work independently	

Job Characteristic

	Strongly Disagree=1	Disagree=2	Neither agree nor disagree=3	Agree=4	Strongly agree=5
1. Interact with others	1	2	3	4	5
2. Use a number of different skills	1	2	3	4	5
3. Complete a whole task from beginning to end	1	2	3	4	5
4. serve others	1	2	3	4	5
5. Work independently	1	2	3	4	5

- | |
|--|
| 10. The following statements seek to get a feel of the effectiveness of the respondent on his/her current job: |
|--|

(a) I feel I have been able to accomplish a number of different things in my job.

- | |
|--------------------|
| 1. strong agree |
| 2. agree |
| 3. Disagree |
| 4. Strong disagree |

(b) I do not feel I am very effective in my job.
--

- | |
|--------------------|
| 1. strong agree |
| 2. agree |
| 3. Disagree |
| 4. Strong disagree |

REQUIRED

Using your knowledge of questionnaire design, answer the following questions:

- (a) In section of the questionnaire relating to personal information identify any mistake which have been made by the questionnaire designer? [1 mark]
- (b) Using your knowledge of coding show how you may code information contained in questions 2-5. [2 marks]
- (c) Identify and explain in detail the appropriate scales applicable in the following questions:
 - (i) Question 2 [2 marks]
 - (ii) Question 3 [2 marks]
 - (iii) Question 9 [2 marks]
 - (iv) Question 10 [2 marks]
- (d) Identify the rating scale used in questions 5 and 10a. [2 marks]
- (e) Using your knowledge of the questionnaire, explain the forms of questions in 10a and 10b. [2 marks]

QUESTION TWO

- (a) Suppose you want to study the relationship between fertility and mortality. There is no direct relationship between fertility and mortality. With the reduction in mortality, fertility will decline only if people attempt to limit their family size. It is thus the intervention of contraceptive methods that completes the relationship. In this model, define and identify the following:
 - (i) The independent variable [1 mark]
 - (ii) The dependent variable [1 mark]
 - (iii) The intervening variable [1 marks]
 - (iv) Extraneous variables [5 marks]
- b) Your colleague has collected data from a sample of 150 households. He presents you with a draft report that contains tables and diagrams. Provide a checklist of the points to look for in evaluating the design of the tables and diagrams [7 marks]

QUESTION THREE

XYZ Company LTD based in Nairobi is seeking to introduce a course that covers cadres of staff in the Company. The Company CEO has got wind that you have recent done a course on sample at the CMAP 2011 and wants to appoint you as a consultant. Using your knowledge of sampling explain, how the following

approaches may be used to pick a sample of 284 respondents from a staff population of 1420.

- (a) Unrestricted or simple random sampling. [3 marks]
- (b) Systematic random sampling. [5 marks]
- (c) Stratified random sampling. [7 marks]

QUESTION FOUR

- (a) Convert the following concepts into variables and indicate the decision rule
 - (i) Rich [3 marks]
 - (ii) Good performance of a business enterprise [3 marks]
- (b) For her master's project, Anna has decided to undertake a study of factors influencing the sales volume in her company. Her title is *"Knowing the factors influencing the sales volume of mangoes"*.
 - (i) Explain the shortcomings in the title giving reasons for your answer. [4 marks]
 - (ii) Write the most appropriate title for the study [1 mark]
 - (iii) Draft two specific objectives of the study [2 marks]
 - (iv) List at least four variables for the study [2 marks]

